Sept. 5–21

JCPenney

Billion Dollar Jewelry Sale

up to **70% OFF** Fine & Fashion Jewelry after Extra 30% Off* with coupon select styles

up to **50% OFF** Watches after Extra 10% Off* with coupon select styles

save up to 74%

$1299.99* ea.

2 to 4 ct. t.w. lab-grown diamond[‡] Color H-I, Clarity SI1-I1

*See coupon for details. Product details on back cover.

Limited Time Special

4 days only! Sept. 5–8

$99.99 ea.

1/2 ct. t.w. lab-grown diamond[‡] 293/493-4050, 4025, 4018, 6574, 6576, 2164, 2175 reg. $449.98 ea. While supplies last. Coupon excluded.

save 76%

$29.99 ea. Diamonds & Gemstones* Yes, Please!

1/20 to 1/10 ct. t.w. lab-grown diamonds or lab-created gemstones[‡]

*Details on back cover.

JCPenney

Reserve your selections in store between Aug. 29–Sept. 4
& pick-up in store on or after Sept. 5!
Opening Days Special! 4 days only! Sept. 5–8

Extra 35% Off**

select fine & fashion jewelry purchases
with JCPenney Credit Card & coupon
or Extra 15% Off** select watches

MC463704000300000591135

ONLINE CODE: DAZZLE

OR

Extra 30% Off**

select fine & fashion jewelry purchases
any other way you pay
or Extra 15% Off** select watches

MC463705000300000591130

ONLINE CODE: DAZZLE

****Extra 35% off select original, regular and sale-priced fine and fashion jewelry purchases with your JCPenney Credit Card or JCPenney Mastercard or extra 30% off any other way you pay. Extra 15% off select watch purchases. Each offer good in store or at jcp.com, excluding taxes and shipping charges, 9/5/25-9/8/25. Dollar-off offers (including JCPenney CashPass Rewards) applied prior to companywide percent-off discounts or coupons.** Full amount of purchase must be on the JCPenney Credit Card or JCPenney Mastercard to get the stated discount(s). Subject to credit approval. Does not apply to Best Value, Black Friday Deals, Clearance, Cyber Deals, Daily Deal, Doorbusters, Limited Time Specials, Lowest Prices of the Season, Power Penney Deals, Really Big Deal, ArtCarved Personalized Jewelry, Citizen Quartz Watches, Jewelry Trunk Shows, Modern Bride Design Your Dream Ring, Smart Watches, In-Store Services, Service Plans, Gift Cards, Closing Store purchases, current orders and prior purchases, or in combination with other coupon(s). In Puerto Rico stores, does not apply to Fossil and Michael Kors Watches. Coupon can be combined with earned JCPenney CashPass Rewards. Coupon cannot be used for payment on account. Coupon cannot be redeemed as cash or merchandise credit if merchandise is returned. No cash value. JCPenney may refuse, or limit the use of, any coupon and/or return for any reason, including reoccurring disruptive behavior. **Additional exclusions and exceptions may apply, see jcpenney.com/exclusions or store associate for details.** REPRODUCTIONS WILL NOT BE ACCEPTED.

INSTRUCTIONS FOR JCP.COM ORDERS: Enter online code when prompted at checkout or call 1.800.322.1189 and mention the code.

save 68%
$799.99* set
1-1/2 ct. t.w. lab-grown diamond; 1 ct. center stone‡ Color H-I, Clarity SI2-I1 272/472-4193, 4192, 4214, 4215, 4043, 6650, 6643
sale $1142.85 set
reg. $2499.98 set

Modern Bride AT JCPENNEY

LAB-GROWN DIAMOND

bonus buy | save 66%
$499.99* pr.
1 ct. t.w. lab-grown diamond‡
Color F-G, Clarity SI1-SI2
271/471-2193, 2196, 1462, 1463
sale $714.27 pr.
reg. $1499.98 pr.

save 60%
$999.99* pr.
2 ct. t.w. lab-grown diamond‡
Color F-G, Clarity SI1-SI2
271/471-1377, 1414, 1464, 1465
sale $1428.56 pr.
reg. $2499.98 pr.

LAB-GROWN DIAMOND

up to
55% Off + 4 days only! Sept. 5–8 Extra 40% Off*** | Sept. 9–21 Extra 35% Off***

Clearance & Closeout | Fine jewelry | select styles

***Discount taken at register. No coupon required. Clearance/closeouts percentages are based on regular and original prices. Intermediate markdowns may have been taken. Selections may vary by store, while supplies last. Offer valid in store only.

Modern Bride AT JCPENNEY

LAB-GROWN DIAMOND

Up to 70% Off Modern Bride

after Extra 30% Off* with coupon | select styles

save up to 68%

$799.99* ea.

7/8 to 1-1/2 ct. t.w. lab-grown diamond‡◊ Color H-I, Clarity SI1-I1
272/472-4191, 0775, 4160, 4199, 0679, 5939, 6158, 6159, 274/474-9457, 6352
sale $1142.85 ea. reg. $1874.98-$2749.98

LAB-GROWN DIAMOND

save up to 68%

$1099.99* ea.

1-1/2 to 2-1/4 ct. t.w. lab-grown diamond‡ Color H-I, Clarity SI1-I1
272/472-4194, 4195, 4196, 273/473-5158, 272/472-0793, 0794,
274/474-1763, 1762, 5467, 272/472-7892, 4219, 7893
sale $1571.42 ea. reg. $2999.98-$3499.98

save up to 71%

$1299.99* ea.

2 to 2-1/2 ct. t.w. lab-grown diamond‡ Color H-I, Clarity SI1-I1
272/472-2083, 7951, 2112, 4218, 6638, 5968, 274/474-6305, 1107, 2387, 6246, 6370
sale $1857.13 ea. reg. $3499.98-$3999.98

save 70%

$1599.99* set

4 ct. t.w. lab-grown diamond;
1 ct. center stone‡ Color I, Clarity I1
272/472-6412, 6410
sale $2285.70 set reg. $5499.98 set

save up to 70%

$2199.99* ea.

3 to 4 ct. t.w. lab-grown diamond‡◊ Color H-I, Clarity SI1-I1
272/472-6490, 6642, 274/474-5469, 5470, 272/472-4197, 7952
sale $3142.85 ea. reg. $6249.98-$7499.98

*See coupon for details.

These pages: ◊ in 14k gold ‡ in 10k gold § in sterling silver &/or 14k gold over silver

bonus buy | save 65%

$1199.99* ea.

2 ct. t.w. lab-grown diamond‡ Color I, Clarity I1
272/472-2914, 2915, 6590, 6592, 6591, 6593
sale $1714.28 ea.
reg. $3499.98 ea.

Modern Bride

new!

new!

save up to 69%

$1299.99* ea.

2 to 3 ct. t.w. lab-grown diamond; 1-1/2 or 2-1/2 ct. center stone‡ Color H-I, Clarity SI1-I1
272/472-6608, 5968, 0673, 0674
sale $1857.13 ea.
reg. $3999.98-$4249.98

Modern Bride

new! | save up to 68%

$2499.99* ea.

3 to 3-3/4 ct. t.w. lab-grown diamond;
2 or 3 ct. center stone‡◊ Color H-I, Clarity SI1
273/473-6093, 272/472-0689, 0776, 0837
sale $3571.42 ea. reg. $6499.98-$7916.65

Modern Bride

new!

new!

new!

new!

save up to 72%

$3499.99* ea.

5-1/3 to 5-1/2 ct. t.w. lab-grown diamond;
5 ct. center stone◊ 272/472-5234, 5237, 7898, 7899, 7896, 7897, 273/473-9480, 9485, 9473, 9478
sale $4999.99 ea. reg. $10499.98-$12499.98
additional shapes available

Modern Bride

new!

save up to 73%

$599.99* ea.

1 ct. t.w. lab-grown diamond‡
sale $857.13 ea.
reg. $1624.98-$2249.98
additional styles available

270/470-7439, 3893, 1822, 7770

270/470-5476, 5480, 7972, 5271, 7665, 7727, 7726, 7986, 7725

new!

270/470-6290, 6380, 6381, 6379, 4928, 6198, 6340, 1693, 1860, 5474, 4908, 4806, 1821

new!

270/470-4563, 4793

These pages: ◊ in 14k gold ‡ in 10k gold § in sterling silver &/or 14k gold over silver

Up to 70% Off Bonus Buys

after Extra 30% Off* with coupon | select styles

270/470-7724, 7639, 7301, 2229, 7631, 7633, 7302, 7062, 7638, 7751, 7701, 7951, 7779, 7066

save 70%

$299.99* ea.

1/3 to 1/2 ct. t.w. natural or lab-grown diamond[1]
sale $428.56 ea.
reg. $999.98 ea.
additional styles available

270/470-5259, 5497, 5475, 5499, 6354

270/470-7769, 5269, 5270, 7058, 7635, 7706, 7070, 7065

270/470-2867, 2865, 2861, 4743, 2863, 1692, 1848, 1742, 2210, 4821

Scan now, Shop now!

Scan the code to shop Red Bow deals

270/470-6170, 6213, 6216, 6261, 6171, 6214, 6260, 6209, 6212, 6314, 6138, 1811, 1672, 6172, 1674, 6294

*See coupon for details.

Up to 70% Off

Lab-grown diamond solitaire studs

save 66%
$499.99* pr.
1 ct. t.w. lab-grown diamond‡
Color F-G, Clarity SI1-SI2
271/471-2193, 1462, 6055, 6056, 6057
sale $714.27 pr. reg. $1499.98 pr.

save up to 66%
$999.99* pr.
2 ct. t.w. lab-grown diamond‡
Color F-G, Clarity SI1-SI2
271/471-1377, 1464, 6070, 6066, 6067
sale $1428.56 pr. reg. $2499.98-$2999.98

save up to 70%
$1499.99* pr.
3 ct. t.w. lab-grown diamond‡
Color F-G, Clarity SI1-SI2
271/471-5134, 6074, 6068, 6069
sale $2142.85 pr. reg. $3999.98-$4999.98

save 70%
$1999.99* pr.
4 ct. t.w. lab-grown diamond◊ Color E-F, Clarity SI1-SI2
271/471-4103, 4313, 4127, 4314,
2287, 2288, 2285, 2286, 6073, 6072, 6071,
sale $2857.13 pr. reg. $6749.98 pr.

new! | bonus buy | save 70%
$299.99* ea.
1 ct. t.w. natural color enhanced or lab-grown diamond§
271/471-1493, 1494, 6049, 6051, 6050
sale $428.56 ea. reg. $999.98 ea.

LAB-GROWN DIAMOND

new! | save up to 71%
$599.99* ea.
2 ct. t.w. lab-grown diamond§
271/471-6061, 6060, 2298
sale $857.13 ea. reg. $1624.98-$2083.32

2-pc. set

2-pc. set

2-pc. set

save 68%
$79.99* set
Lab-created gemstone§
266/466-3861, 3793, 267/467-8201
sale $114.28 set reg. $249.98 set
additional colors available

new!
3-pc. set

new!
3-pc. set

save up to 73%
$99.99* ea.
Simulated &/or lab-created gemstone§
266/466-9510, 267/467-9029, 9505, 266/466-3720, 2760
sale $142.85 ea. reg. $324.98-$374.98
additional colors available

save 71%
$179.99* ea.
Genuine &/or lab-created gemstone‡
267/467-1355, 9453, 266/466-2985, 8910,
2955, 8908, 2830, 9013
sale $257.13 ea. reg. $624.98 ea.

save up to 64%
$399.99-$449.99*
Ruby** genuine &/or lab-created gemstone
& 1/7 to 1/4 ct. t.w. diamond‡
266/466-3182, 2182, 267/467-7599, 9451,
266/466-1395, 3395, 2395
sale $571.42-$642.85 reg. $1074.98-$1249.98
**Rubies are treated to enhance their beauty and may require special care.

These pages: ◊ in 14k gold ‡ in 10k gold § in sterling silver &/or 10k/14k gold over silver

Up to 75% Off Bonus Buys & Red Bow Deals

after Extra 30% Off* with coupon | select styles

save up to 80%

$129.99 set*

4-pr. cubic zirconia earring set‡
284-9009
sale $185.70 set reg. $649.98 set

RED BOW DEALS

Necklace & earring set‡ 282-9018, 9019
sale $185.70 set reg. $468.73 set

save up to 79%

$179.99 ea.*

Yellow gold rope chains‡ 281-1860, 1861, 1862
sale $257.13 ea. reg. $874.98 ea.

Mirror link necklaces◊
282-9008, 9009, 4114
sale $257.13 ea. reg. $812.48 ea.

save up to 77%

$249.99 set*

5-pr. earring set‡ 284-5247
sale $357.13 set reg. $999.98 set

RED BOW DEALS

3-pr. cubic zirconia earring set◊
284-5006
sale $357.13 set reg. $1124.98 set

save 76%

$299.99 set*

Cubic zirconia earring set‡
284-5246
sale $428.56 set
reg. $1249.98 set

RED BOW DEALS

save 72%

$349.99 ea.*

7.5" bismarck bracelet‡
282-3251
sale $499.99 ea.
reg. $1249.98 ea.

RED BOW DEALS

*See coupon for details.

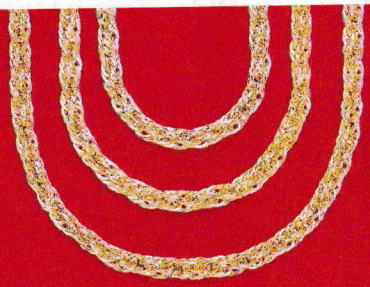
Up to 75% Off Bonus Buys & Red Bow Deals

after Extra 30% Off* with coupon | select styles

save 75%
$49.99* pr.
Round, heart or square cubic zirconia studs‡, 1-1/2 ct. t.w. equivalent
284-9001, 9002, 9000
sale $71.42 pr. reg. $199.98 pr.

RED BOW DEALS

save 77%
$399.99* set
3-pr. boxed set, earrings‡
284-5001
sale $571.41 set
reg. $1749.98 set



save 72%
$379.99-$429.99*
Infinity ropes‡
281-1678, 1679, 1680
sale $542.84-$614.27
reg. $1374.98-$1562.48

save 77%
$399.99* set
6-pr. earring set◊
284-5007
sale $571.41 set
reg. $1749.98 set

RED BOW DEALS

save up to 73%
$159.99-$299.99*
Stretch mesh bracelets‡
282-5254, 5318, 5338
sale $228.56-$428.56
reg. $574.98-$1124.80

MADE IN ITALY

save 75%
$499.99* ea.
10mm bangle‡
282-6118
sale $714.27 ea. reg. $1999.98 ea.

RED BOW DEALS

save 75%
$649.99* set
Earring & necklace set◊
282-9062
sale $999.99 set
reg. $2812.48 set

RED BOW DEALS

save 72%
$1299.99* ea.
Mesh bracelet‡
282-3259
sale $1857.13 ea. reg. $4684.38 ea.

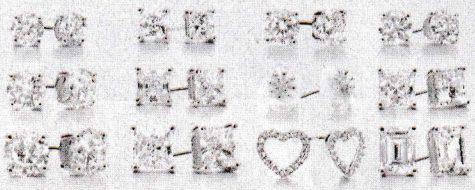
RED BOW DEALS

These pages: ◊ in 14k gold ‡ in 10k gold § in sterling silver &/or 14k gold over silver

save 76%
$29.99*ea.
Cubic zirconia pendants[5]
292-9303, 9304, 9307
sale $42.84 ea.
reg. $124.98 ea.

RED BOW DEALS

DiamonArt® Simulated Diamonds



save 72%
$59.99*set
DiamonArt cubic zirconia stud sets[5]
292-9284, 9285, 9286, 7321
sale $85.70 set
reg. $218.73 set

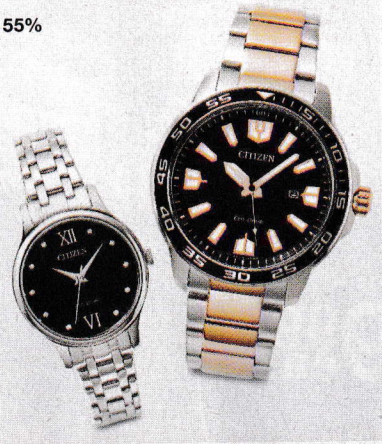
RED BOW DEALS

DiamonArt® Simulated Diamonds

bonus buy | save 55%
$168.75*
Citizen women's silver-tone
051-7463
sale $187.50
reg. $375

bonus buy
save 55%
$177.75*
Citizen men's two-tone
450/255-9030
sale $197.50
reg. $395

CITIZEN



bonus buy | save 55%
$168.75*
Citizen women's gold-tone
450/255-1034
sale $187.50
reg. $375

bonus buy
save 55%
$177.75*
Citizen men's silver-tone
450/255-1033
sale $197.50
reg. $395

CITIZEN

bonus buy | save 55%
$157.50*
Bulova women's crystal accent two-tone
051-8611
sale $175
reg. $350

bonus buy | save 55%
$267.75*
Bulova men's gold-tone
450/255-9029
sale $297.50
reg. $595

BULOVA

bonus buy | save 55%
$202.50*
Bulova women's crystal accent gold-tone
450/255-9033
sale $225
reg. $450

bonus buy | save 55%
$202.50*
Bulova men's two-tone
450/255-9036
sale $225
reg. $450

BULOVA

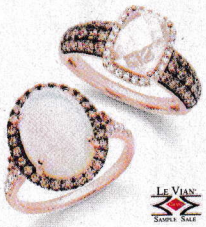
4 days only! Sept. 5–8 **Sept. 9–21**

Up to 55% Off + Extra 40% Off*** | Extra 35% Off***

Clearance & Closeout Fine Jewelry | select styles

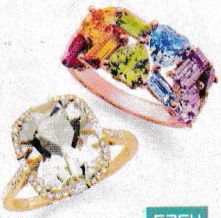
***Discount taken at register. No coupon required. Clearance/closeouts percentages are based on regular and original prices. Intermediate markdowns may have been taken. Selections may vary by store, while supplies last.

new!
$1560.00* ea.**
Le Vian® Grand Sample Sale™ Ring featuring 1-1/2 cts. Peach Morganite™, 5/8 cts. Chocolate Diamonds®, 1/8 cts. Nude Diamonds™ set in 14K Strawberry Gold® or Le Vian® Grand Sample Sale™ Ring featuring 3 cts. Neopolitan Opal™, 1/8 cts. Nude Diamonds™, 1/3 cts. Chocolate Diamonds® set in 14K Strawberry Gold® 638-5153, 5154
clearance $2400 ea. reg. $9575 ea.



LE VIAN SAMPLE SALE

new!
$845* ea.**
Effy Final Call™ genuine amethyst, blue topaz, peridot, citrine, and garnet cocktail ring in 14k rose gold or Effy Final Call™ genuine green amethyst halo cocktail ring[6]
432-1052, 1054
clearance $1300 ea.
reg. $5179.487 ea.



EFFY FINAL CALL

*See coupon for details.

Up to 65% Off Diamond Fashion

after Extra 30% Off* with coupon | select styles

293/493-5748, 4264, 4293, 5277, 2257, 4401, 4256, 6662, 7097, 7886, 2651, 4954, 2279, 4997, 5831, 2844, 5215

save up to 74%

$69.99* ea.

1/10 to 1/4 ct. t.w. natural or lab-grown diamond◊
sale $99.99 ea.
reg. $187.48-$270.82
additional styles available

293/493-9521, 9523, 9953, 9954, 4505, 4507

293/493-2358, 8134, 3897, 4657, 3085, 3054, 3168, 6921, 8097, 8177, 8081, 6949, 6950, 3183, 6877, 6948

293/493-7865, 6267, 2448, 1448, 3448, 5103

293/493-0733, 0734, 0735, 0736, 0767

These pages: ◊ in 14k gold ‡ in 10k gold § in sterling silver &/or 14k gold over silver

293/493-4349, 0737, 0738, 0739, 2998, 6978, 0740, 0741, 4869, 0742, 0360, 0700, 4989, 3053

293/493-0273, 0743, 0744, 0275, 0276, 6911, 4866

save up to 80%

$99.99 ea.*

1/10 to 1/2 ct. t.w. natural or lab-grown diamond[s]
sale $142.85 ea.
reg. $270.82-$499.98
additional styles available

293/493-2969, 6858, 2960, 8149, 2967, 2976, 2979, 2954, 0277, 6878, 2928, 4932, 2930

293/493-6982, 4425, 4290, 6958, 9526, 4100, 9573, 4558, 9574, 9299, 9296, 9297, 9017, 4662, 9525

Scan now, Shop now!

Shop our entire selection of jewelry.

*See coupon for details.

Up to 65% Off Diamond Fashion

after Extra 30% Off* with coupon | select styles

save up to 70%

$139.99* ea.

1/4 to 1/2 ct. t.w. lab-grown diamond§
293/493-4050, 4252, 0181, 4025, 0152, 0190, 4018, 0154, 4317, 4393, 2164, 2175, 6574, 6576, 0176, 4390, 6979, 9935
sale $199.99 ea. reg. $374.98-$479.15
additional styles available

save 65%

$179.99* ea.

Natural or lab-grown diamond accent to 1/10 ct. t.w.‡ 270/470-2742, 2743, 2464, 2463, 7526, 2762, 7905, 7907, 6279, 1751, 3636, 3637, 2719, 5132, 2562, 1859, 7528, 7525, 7906
sale $257.13 ea. reg. $520.82 ea.
additional styles available

save up to 66%

$249.99* ea.

1/6 to 1/4 ct. t.w. lab-grown diamond‡ 270/470-7486, 7299, 7284, 7487, 3916, 7791, 1844, 4786, 1849, 7790,7721, 7722, 7716, 7719, 1730, 1734
sale $357.13 ea.
reg. $729.15-$749.98
additional styles available

These pages: ◊ in 14k gold ‡ in 10k gold § in sterling silver &/or 14k gold over silver

293/493-4034, 0149, 0150, 0153, 0200, 0174

Not just jewelry, it's your signature style

293/493-0160, 6580, 1304, 1327, 6577, 0159

save up to 73%

$199.99* ea.

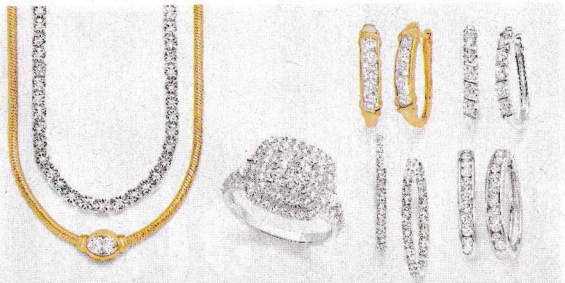
1/2 to 1 ct. t.w. natural or lab-grown diamond[§]
sale $285.70 ea.
reg. $520.82-$749.98
additional styles available

new!

293/493-0156, 0157, 0745, 0442, 0746, 0747, 0186

new!

293/493-0748, 0749, 0145, 6980, 6859, 6875, 9692, 4472, 4994, 4908, 4909



save up to 71%

$299.99* ea.

1/2 to 1 ct. t.w. lab-grown diamond[§] 293/493-4068, 0443, 4059, 6938, 0187, 0184, 0180, 9933, 9958, 6981
sale $428.56 ea.
reg. $874.98-$1041.65
additional styles available

2-pc. sets

2-pr. set

save 76%

$29.99 ea.

Diamonds[†]
Yes, Please!
1/20 to 1/10 ct. t.w. natural or lab-grown diamond[§]
283/483-7046, 7072, 7073, 8113, 8112
$49.99 ea. for non-Rewards members. reg. $124.98 ea.
[†]Details on back cover.

*See coupon for details.

Up to 65% Off Diamond Fashion

after Extra 30% Off* with coupon | select styles

save 65%
$599.99*ea.
1 ct. t.w. natural diamond‡
270/470-7214, 5117, 2952, 2973, 3570, 6012
sale $857.13 ea.
reg. $1749.98 ea.
additional styles available

save 68%
$699.99*ea.
Certified 1/2 ct. t.w. natural diamond◊ or 1 ct. t.w. lab-grown diamond‡
270/470-2738, 3625, 3685, 2858, 7739, 7619, 2831, 3684, 2873, 3641, 7052
sale $999.99 ea. reg. $2249.98 ea.
additional styles available

A & B. save 61%
$399.99*ea.
1/2 ct. t.w. natural diamond‡
270/470-1775, 6039
sale $571.42 ea.
reg. $1041.65 ea.
additional styles available

C. save 68%
$699.99*ea.
1 ct. t.w. lab-grown diamond‡ 270/470-6356
sale $999.99 ea.
reg. $2249.98 ea.
additional styles available

D-F. save up to 68%
$799.99*ea.
1 ct. t.w. natural diamond‡
270/470-1007, 1771, 2911
sale $1142.85 ea.
reg. $1749.98-$2499.98
additional styles available

G-I. save 67%
$899.99*ea.
2 ct. t.w. natural or lab-grown diamond‡
270/470-6286, 6287, 1759
sale $1285.70 ea.
reg. $2749.98 ea.
additional styles available

J. save 66%
$999.99*ea.
2 ct. t.w. lab-grown diamond‡
270/470-6384
sale $1428.56 ea.
reg. $2999.98 ea.
additional styles available

K & L. save 67%
$899.99*ea.
1 ct. t.w. lab-grown diamond‡
270/470-7931, 4761
sale $1285.70 ea.
reg. $2749.98 ea.
additional styles available

M. save 70%
$1199.99*ea.
2 ct. t.w. lab-grown diamond‡
270/470-4760
sale $1714.28 ea.
reg. $3999.98 ea.

N & O. save up to 69%
$1699.99*ea.
4 ct. t.w. lab-grown diamond‡
270/470-9082, 4831
sale $2428.56 ea.
reg. $4999.98-$5499.98

P. save 66%
$2199.99*ea.
5 ct. t.w. lab-grown diamond‡
270/470-4723
sale $3142.85 ea.
reg. $6499.98 ea.

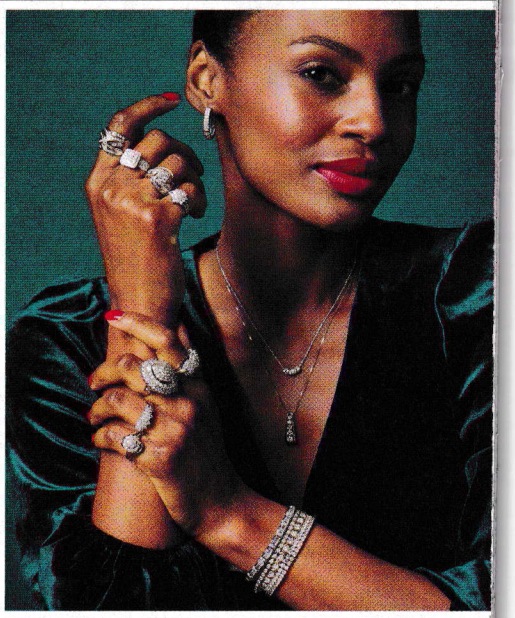
Q. save 68%
$2499.99*ea.
3 ct. t.w. lab-grown diamond‡
270/470-4724
sale $3571.42 ea.
reg. $7291.65 ea.

R. save 67%
$3499.99*ea.
10 ct. t.w. lab-grown diamond‡
270/470-4767
sale $4999.99 ea.
reg. $10749.98 ea.

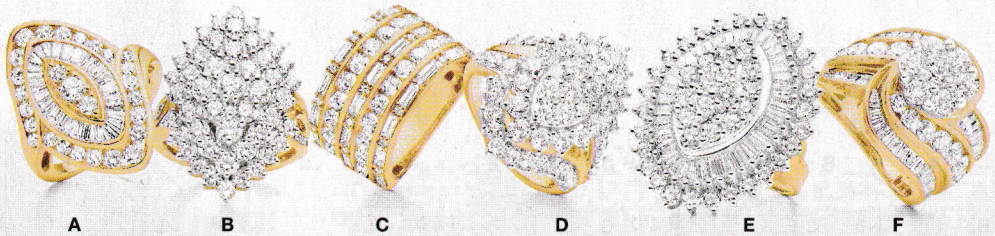
These pages: ◊ in 14k gold ‡ in 10k gold § in sterling silver &/or 14k gold over silver

Now trending: Yellow gold!

save 70%
$299.99* ea.
1/3 ct. t.w. lab-grown diamond‡
270/470-7631, 7062, 7751, 7701, 7951, 7779, 7066
sale $428.56 ea.
reg. $999.98 ea.
additional styles available



save up to 61%
$999.99-$1199.99*
3/4 to 1 ct. t.w. natural diamond‡
270/470-1120, 2120, 3120
sale $1428.56-$1714.28
reg. $2499.98-$3124.98
additional styles available



A B C D E F

A. bonus buy | save 67%
$1299.99* ea.
2 ct. t.w. lab-grown diamond‡ 270/470-6358
sale $1857.13 ea.
reg. $3999.98 ea.

B-D. bonus buy
save up to 64%
$1799.99* ea.
3 to 4 ct. t.w. lab-grown diamond‡ 270/470-6359, 6357, 6343
sale $2571.42 ea.
reg. $3749.98-$4999.98

E. bonus buy
save 62%
$2499.99* ea.
4 ct. t.w. lab-grown diamond‡ 270/470-6289
sale $3571.42 ea.
reg. $6749.98 ea.

F. save 64%
$5499.99* ea.
Certified 4 ct. t.w. natural diamond◊ 270/470-6024
sale $7857.13 ea.
reg. $15624.98 ea.

G H I J K L M N O

G & H. bonus buy
save 70%
$599.99* pr.
1 ct. t.w. lab-grown diamond‡
270/470-4911, 1817
sale $857.13 pr.
reg. $1999.98 pr.

I-K. bonus buy
save 68%
$699.99* pr.
1 ct. t.w. lab-grown diamond‡
270/470-1820, 3912, 1843
sale $999.99 pr.
reg. $2249.98 pr.

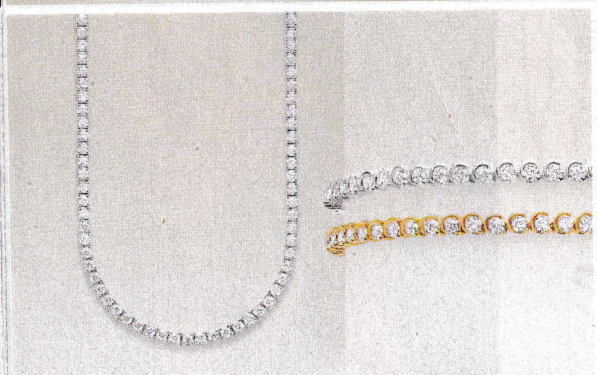
L-N. bonus buy
save 67%
$899.99* pr.
2 ct. t.w. natural or lab-grown diamond‡
270/470-4784, 3612, 3254
sale $1285.70 pr.
reg. $2749.98 pr.

O. bonus buy
save 66%
$999.99* pr.
2 ct. t.w. lab-grown diamond‡ 270/470-4909
sale $1428.56 pr.
reg. $2999.98 pr.

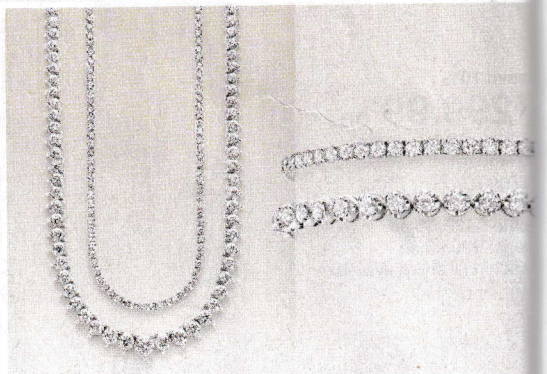
*See coupon for details.

Up to 65% Off Diamond Fashion Classic

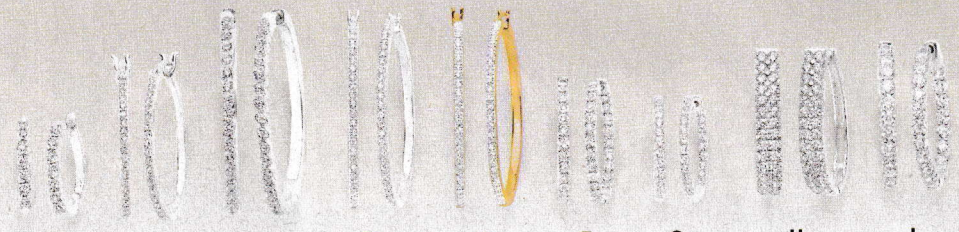
after Extra 30% Off* with coupon | select styles



new! | save 69%
$499.99* ea.
3 ct. t.w. lab-grown diamond§
293/493-0731, 0730, 0750
sale $714.28 ea.
reg. $1624.98 ea.



new! | save up to 67%
$899.99* ea.
3 to 5 ct. t.w. lab-grown diamond§
293/493-0753, 0776, 0754, 0774
sale $1285.70 ea.
reg. $2499.98-$2749.98



A B C D E F G H I

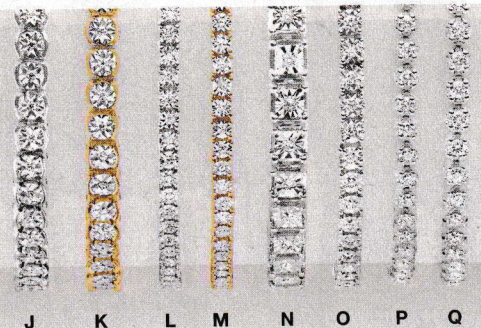
A & B.
save up to 72%
$69.99* pr.
1/10 to 1/4 ct. t.w. lab-grown diamond§
293/493-0755, 6948
sale $99.99 pr.
reg. $187.48-$249.98

C-F.
save up to 77%
$99.99* pr.
1/4 to 1/2 ct. t.w. lab-grown diamond§
293/493-6878, 6858, 2954, 4393
sale $142.85 pr.
reg. $333.32-$449.98

G.
save 76%
$149.99* pr.
1 ct. t.w. lab-grown diamond§ 293/493-0756
sale $214.28 pr.
reg. $624.98 pr.

H.
save 64%
$399.99* pr.
2 ct. t.w. lab-grown diamond§
293/493-0757
sale $571.42 pr.
reg. $1124.98 pr.

I.
$599.99* pr.
4 ct. t.w. lab-grown diamond§
293/493-0775
sale $857.13 pr.
reg. $1999.98 pr.



new!

J K L M N O P Q

J-M.
bonus buy
save up to 68%
$139.99* ea.
1/4 to 1/2 ct. t.w. lab-grown diamond§
293/493-6982, 0452, 4390, 6979
sale $199.99 ea.
reg. $374.98-$449.98

N.
save 68%
$199.99* ea.
1/2 ct. t.w. lab-grown diamond§
293/493-0145
sale $285.70 ea.
reg. $624.98 ea.

O & P.
bonus buy
save up to 73%
$299.99* ea.
1 to 2 ct. t.w. lab-grown diamond§
293/493-9933, 0768
sale $428.56 ea.
reg. $874.98-$1124.98

Q.
bonus buy
save 66%
$499.99* ea.
3 ct. t.w. lab-grown diamond§
293/493-0769
sale $714.28 ea.
reg. $1499.98 ea.

These pages: ◊ in 14k gold ‡ in 10k gold § in sterling silver &/or 14k gold over silver

save up to 71%
$1799.99* ea.
5 ct. t.w. lab-grown diamond‡
270/470-5386, 7085,
4797, 4798
sale $2571.42 ea.
reg. $5499.98-$6249.98

save 71%
$2499.99* ea.
10 ct. t.w. lab-grown diamond‡
270/470-5502, 5503,
4808, 4809
sale $3571.42 ea.
reg. $8749.98 ea.

A B C D E F G H I J

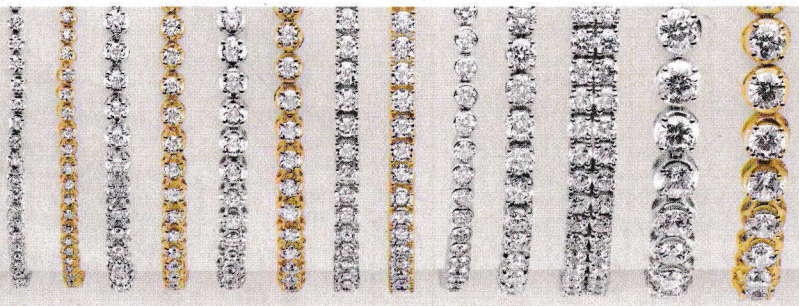
A-C.
bonus buy
save up to 70%
$599.99* pr.
1 ct. t.w. lab-grown
diamond‡ 270/470-1819,
3965, 3969
sale $857.13 pr.
reg. $1999.98 pr.

D.
bonus buy
save 67%
$899.99* pr.
2 ct. t.w. lab-grown
diamond‡
270/470-2302
sale $1285.70 pr.
reg. $2749.98 pr.

E & F.
bonus buy
save 66%
$999.99* pr.
2 ct. t.w. lab-grown
diamond‡
270/470-3772, 3889
sale $1428.56 pr.
reg. $2999.98 pr.

G & H.
save 64%
$1499.99* pr.
Certified 1-1/2 ct. t.w.
lab-grown diamond◊
270/470-1836, 3622
sale $2142.85 pr.
reg. $4166.65 pr.

I & J.
bonus buy
save 66%
$2499.99* pr.
5 ct. t.w. lab-grown
diamond‡
270/470-2644, 2645
sale $3571.42 pr.
reg. $7499.98 pr.



K L M N O P Q R S T U V W

K & L.
bonus buy
save 70%
$599.99* ea.
1 ct. t.w. lab-grown
diamond‡
270/470-4563, 4793
sale $857.13 ea.
reg. $1999.98 ea.

M & N.
save 67%
$899.99* ea.
2 ct. t.w. lab-grown
diamond‡
270/470-4772, 4408
sale $1285.70 ea.
reg. $2749.98 ea.

O-S.
bonus buy
save 70%
$1199.99* ea.
2 to 3 ct. t.w.
lab-grown diamond‡
270/470-4774, 4412,
4277, 4379, 9099
sale $1714.28 ea.
reg. $3999.98 ea.

T.
save 68%
$1999.99* ea.
7 ct. t.w. lab-grown
diamond‡
270/470-9116
sale $2857.13 ea.
reg. $6249.98 ea.

U-W.
save up to 73%
$2999.99-$4499.99*
10 to 12 ct. t.w.
lab-grown diamond‡◊
270/470-4756, 4791, 4799
sale $4285.70-$6428.56
reg. $11249-$14999.98

*See coupon for details.

Diamond ADDICTION

Up to 70% Off Diamond Addiction

after Extra 30% Off* with coupon | select styles

Creating the perfect layer

1 Start with your first layer—this should be a bezel style or your favorite pendant.

2 Your middle layer should be a dainty chain or tennis necklace.

3 Last and final layer should be a bold metal look such as a paperclip chain.

bonus buy | save up to 70%

$299.99-$499.99*

1/10 to 1/3 ct. t.w. lab-grown diamond‡

270/470-7316, 7635, 7742

sale $428.56-$714.28 reg. $999.98-$1499.98

additional styles available

save up to 72%

$79.99*ea.

1/10 ct. t.w. natural or lab-grown diamond§ 293/493-0721, 1245, 5128, 6749, 6476, 6470, 3041, 2862

sale $114.28 ea. reg. $208.32-$291.65

additional styles available

save up to 73%

$99.99*ea.

1/10 to 1/4 ct. t.w. lab-grown diamond§

sale $142.85 ea.

reg. $291.65-$374.98

additional styles available

293/493-0369, 0370, 0371, 0366, 0367, 4712, 0365, 2865, 2733, 4329, 0575

save up to 70%

$299.99*ea.

1/6 to 1/3 ct. t.w. natural or lab-grown diamond‡

sale $428.56 ea. reg. $729.15-$999.98

270/470-7769, 7910, 5261, 5259, 7634, 5260, 7079, 7083, 4788, 4787, 3412, 3424, 3783, 2322, 6360, 6361, 6094, 6362, 4559, 4560, 9097, 4832

These pages: ◊ in 14k gold ‡ in 10k gold § in sterling silver &/or 14k gold over silver

save up to 70%

$499.99-$2499.99*

1/8 to 4 ct. t.w. natural or lab-grown diamond‡
270/470-6210, 7310, 7745, 1190, 6385, 7903, 5476, 7317, 2823
sale $714.28-$3571.42 reg. $1249.98-$8333.32
additional styles available

Now trending:
stacking & statement rings

2-pc. sets

save up to 69%

$249.99-$999.99*

Lab-grown diamond accent to 1 ct. t.w.
&/or genuine gemstone‡
270/470-6095, 6263, 6091, 6262, 6236, 6337, 6189, 6300, 6185
sale $357.13-$1428.56 reg. $624.98-$2916.65

save up to 68%

$129.99-$299.99*

1/10 to 1/2 ct. t.w. lab-grown diamond§
or 1/10 lab-grown diamond‡
293/493-4881, 0577, 4411, 0576, 0148, 9966, 4577, 6884, 270/470-6257, 4741
sale $185.70-$428.56 reg. $374.98-$937.48
additional styles available

*See coupon for details.

Enchanted Disney Fine Jewelry

Up to 60% Off Enchanted by Disney Fine Jewelry

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Belle

Cinderella

293/493-9674

293/493-7706, 8119, 7793, 7728, 2285, 2260, 025[illegible] 0396, 0397, 6209, 6543, 6862, 983[illegible]

Moana

293/493-2313, 6594

Snow White

293/493-0393, 0389

save up to 62%

$149.99–$299.99*

Diamond accent to 1/4 ct. t.w. natural diamond &/or genuine or lab-created gemstone‡

sale $214.28-$428.56

reg. $374.98-$729.15

additional styles available

Tinker Bell

293/493-2981, 6406

Cinderella 293/493-5708, 6447, 6208, 6440 ,0230, 0232

Majestic Princess

293/493-1177, 6614, 0246

Disney VILLAINS

EVIL QUEEN

293/493-0216, 0217, 1192, 6446, 6547, 6548, 6601

MALEFICENT

293/493-1183, 2119, 5730, 6974, 6975, 6438, 6442, 6550, 6549, 6551

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These pages: ◊ in 14k gold ‡ in 10k gold § in sterling silver &/or 14k gold over silver

Enchanted Star
LAB GROWN DIAMONDS

Up to 70% Off Enchanted Star

after Extra 30% Off* with coupon | select styles

save up to 72%
$149.99-$599.99*
Lab-grown diamond accent to 1-1/10 ct. t.w. &/or genuine or lab-created gemstone[5]
sale $214.28-$857.13 reg. $374.98-$1458.32
additional styles available

293/493-0686, 0688, 0770, 0687, 0690, 0762, 0763, 0691, 0764, 0765, 0766, 0689, 0693, 0758, 0759, 0760, 0694, 0761

diamond blossom

Up to 65% Off Diamond Blossom

after Extra 30% Off* with coupon | select styles

save up to 66%
$69.99* ea.
1/10 ct. tw. natural or lab-grown diamond[5]
293/493-2983, 4094, 6897, 6904, 6900, 7912
sale $99.99 ea. reg. $166.65-$208.32

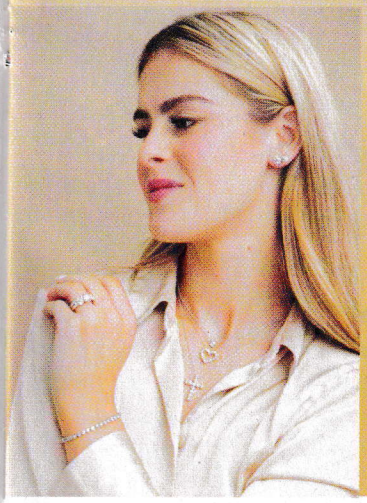
save up to 71%
$299.99* ea.
1/4 to 1/2 ct. t.w. natural or lab-grown diamond[3]
270/470-2937, 2454, 2597, 1735
sale $428.56 ea. reg. $999.98-$1041.65
additional styles available

save 68%
$1199.99* ea.
2 ct. t.w. lab-grown diamond[3]
270/470-7783, 1831, 6208
sale $1714.28 ea.
reg. $3749.98 ea.
additional styles available

FLOATING DIAMONDS

Up to 70% Off Floating Diamonds

after Extra 30% Off* with coupon | select styles



save up to 68%
$599.99-$1999.99*
1 to 2 ct. t.w. lab-grown diamond[3]
270/470-5200, 5215, 5223, 5226, 3158, 3148, 271/471-4164, 3291, 3292, 3293
sale $857.13-$2857.13 reg. $1666.65-$5208.32
additional styles available

*See coupon for details.

LE VIAN

Up to 40% Off Le Vian©

+ Extra 30% Off* with coupon | select styles

$799.99–$1499.99*

Le Vian® genuine gemstone &/or 1/3 to 1 ct. t.w. Chocolate Diamonds® &/or Nude Diamonds™ in 14k Honey Gold™ or 14k Strawberry Gold® or 14k Vanilla Gold®
636/836-3000, 1001, 1002, 6002, 6007, 679/879-1005, 6000, 6001
sale $1142.85-$2142.85 reg. $1874.98-$5208.32
additional styles available

$1499.99–$1899.99*

Le Vian® genuine gemstone &/or 1/3 to 1-1/10 ct. t.w. Chocolate Diamonds® &/or Nude Diamonds™ in 14k Honey Gold™ or 14k Strawberry Gold® or 14k Vanilla Gold®
679/879-4025, 2007, 4002, 1002, 1022, 636/836-4000, 4003
sale $2142.85-$2714.28 reg. $4583.32-$6249.98
additional styles available

$1999.99–$2999.99*

Le Vian® genuine gemstone &/or 1/3 to 1 7/8 ct. t.w. Chocolate Diamonds® &/or Nude Diamonds™ in 14k Honey Gold™ or 14k Strawberry Gold® or 14k Vanilla Gold® 636/836-1016, 4008, 4007, 1017, 2003, 2004, 679/879-4008, 1012, 1020
sale $2857.13-$4285.70 reg. $6249.98-$9999.98
additional styles available

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Up to 65% Off
Effy Diamonds & Gemstones

after Extra 30% Off* with coupon | select styles

save up to 65%

$349.99* ea.

Effy 1/3 to 1 ct. t.w. natural or lab-grown diamond &/or genuine gemstone◊
sale $499.99 ea.
reg. $729.15-$999.98
additional styles available

280/480-3006, 4025, 2004, 2031, 0100, 4002, 4013, 4000, 1062, 279/479-9010, 1145, 1152, 1146, 2020, 5025

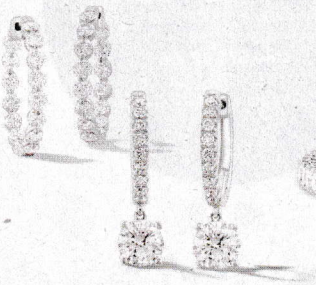
A B C D E F G H I J

A-D.
save up to 74%
$599.99-$699.99*
Effy natural or lab-grown diamond accent to 3/8 ct. t.w. &/or genuine or lab-created gemstone◊
279/479-6014, 6015, 5009, 5011
sale $857.13-$999.99
reg. $1999.98-$2708.32

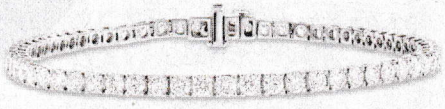
E-G & J.
save up to 65%
$1199.99-$1499.98*
Effy 1/5 to 1/2 ct. t.w. natural or lab-grown diamond &/or genuine or lab-created gemstone◊ 279/479-9022, 280/480-1032, 2011, 1003
sale $1714.28-$2142.85
reg. $3499.98-$4499.98

H-I.
save up to 52%
$1799.99-$2799.99*
Effy 1/2 to 2 ct. t.w. lab-grown diamond◊
280/480-1063, 4029
sale $2571.42-$3999.99
reg. $3749.98-$5833.32

save 60%
$899.99* pr.
Effy 1-1/2 ct. t.w. lab-grown diamond◊
280/480-3039
sale $1285.70 pr.
reg. $2291.65 pr.



save up to 68%
$1799.99* pr.
Effy 1-3/4 to 3 ct. t.w. lab-grown diamond◊
280/480-3040, 3041
sale $2571.42 pr.
reg. $4583.32-$5624.98



save 60%
$2999.99* ea.
Effy 5 ct. t.w. lab-grown diamond◊
280/480-4028
sale $4285.70 ea.
reg. $7499.98 ea.

*See coupon for details.

Up to 60% Off Gemstones

after Extra 30% Off* with coupon | select styles

save up to 68%

$39.99* ea.

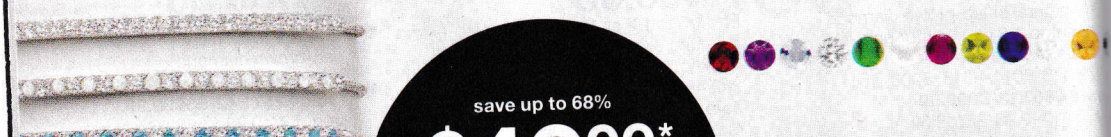
Genuine, simulated &/or lab-created gemstone§‡ 267/467-3212, 6990, 4310, 266/466-5260, 266/466-5346, 3807, 267/467-3909, 3912, 266/466-9514, 9515
sale $57.13 ea. reg. $99.98-$124.98
additional colors available

267/467-9200, 9957, 9601, 9500

267/467-0121, 266/466-2890, 2895

266/466-9512, 9513, 9517, 7324

267/467-5265, 266/466-3753, 267/467-3051, 3076, 8000, 266/466-2159, 2488, 2498, 3076, 3417, 3641



save up to 68%

$49.99* ea.

Genuine, simulated &/or lab-created gemstone§
sale $71.42 ea.
reg. $124.98-$166.65
additional colors available

266/466-8928, 267/467-9434, 8035, 266/466-8927, 8926

266/466-6132, 2445, 3416

266/466-3830, 267/467-2920, 266/466-6000, 267/467-3968, 266/466-3845, 6037, 6011, 6017, 267/467-6036, 266/466-3833, 3832, 6032, 6039

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Blue sapphire is September's birthstone

266/466-2038, 4253, 3835, 3842, 3723, 3734, 3728, 9519, 9516, 4250, 9831, 5365, 9615, 8919, 8921, 6126

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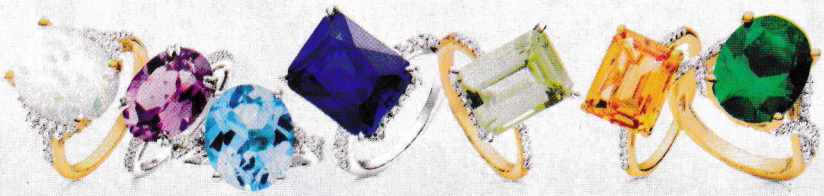

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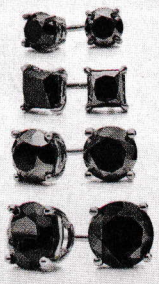

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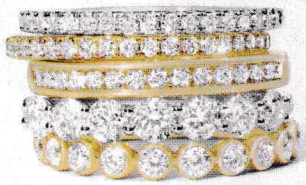

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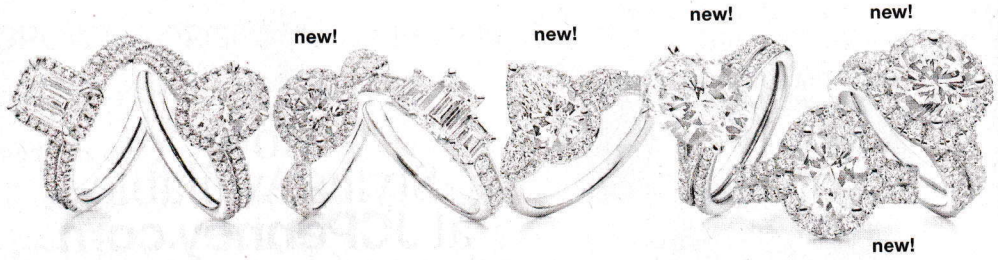

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$1799.99* ea.

3 ct. t.w. lab-grown diamond‡
Color G, Clarity SI1-SI2
274/474-6336, 5473
sale $2571.42 ea.
reg. $6249.98 ea.

These pages: ◊ in 14k gold ‡ in 10k gold § in sterling silver &/or 14k gold over silver

I Said yes

Say "yes" without spending a fortune. All of the rings are set in sterling silver, giving you an elevated look for a fraction of the price.

Feels like love wrapped in sparkle

save up to 68%

$129.99-$199.99*

1/5 to 1/2 ct. t.w. lab-grown diamond &/or lab-created blue sapphire§
272/472-1733, 3798, 1736, 3816, 3818, 2158, 0291, 2374, 3051
sale $185.70-$285.70 reg. $312.48-$624.98

save 65%

$249.99* ea.

3/8 to 1/2 ct. t.w. lab-grown diamond &/or lab-created blue sapphire§ 272/472-4923, 3817
sale $357.13 ea. reg. $729.15 ea.

save up to 70%

$399.99* ea.

3/4 to 1 ct. t.w. lab-grown diamond§
Color H-I, Clarity SI2-I1
272/472-4919, 4922, 1738, 2672, 6244, 6245
sale $571.42 ea. reg. $833.32-$1374.98

save up to 61%

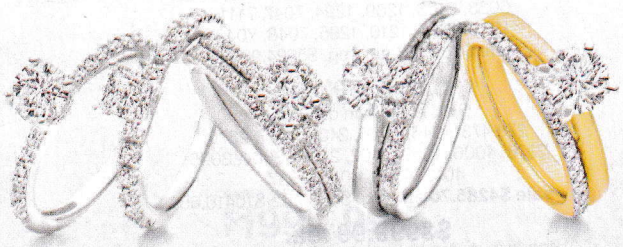
$69.99-$129.99*

Diamond accent to 1/4 ct. t.w. lab-grown diamond &/or lab-created blue sapphire§
Color H-I, Clarity I1 272/472-2925, 2932, 2933, 2948, 1831, 4584, 1731, 2949
sale $99.99-$185.70
reg. $166.65-$333.32

save 64%

$599.99* ea.

1 to 1-1/4 ct. t.w. lab-grown diamond; 1/2 to 1 ct. center stone§
Color G-I, Clarity SI1-I1
272/472-4916, 3072, 4917, 2079, 2080
sale $857.13 ea.
reg. $1666.65 ea.



*See coupon for details.

Up to 65% Off Lab-Grown Diamonds

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Modern Bride®
AT JCPENNEY

save up to 70%
Lab-grown diamond solitaires‡◊
Color G-J, Clarity VS2-I1

$499.99* ea.
1/2 ct. lab-grown diamond‡ 273/473-1190, 1191
sale $714.28 ea. reg. $1458.32 ea.

$599.99* ea.
3/4 ct. lab-grown diamond‡
273/473-4050, 4049, 2013, 2014, 1329, 1330, 3022, 3079, 4022, 4026, 1325, 1326
sale $857.13 ea. reg. $1874.98 ea.

$899.99* ea.
1 ct. lab-grown diamond‡ 273/473-7024, 7025, 6031, 2432, 1207, 1290, 7045, 7112, 1206, 1286, 1205, 1282, 6028, 6050
sale $1285.70 ea. reg. $2499.98-$3124.98

$1299.99* ea.
1-1/2 ct. lab-grown diamond◊ 273/473-7027, 2354, 6032, 2357, 2361, 2355, 2359, 2356, 2360
sale $1857.13 ea. reg. $4166.65-$5208.32

$1999.99* ea.
2 ct. lab-grown diamond◊ 273/473-7028, 7030, 6033, 2433, 1209, 1294, 7047, 7111, 1208, 1289, 1210, 1285, 7048, 7043
sale $2857.13 ea. reg. $5624.98 ea.

$2999.99* ea.
3 ct. lab-grown diamond◊
273/473-4046, 4056, 2403, 2427, 2372, 2376, 4006, 4059, 2402, 2428, 3094, 3095, 4010, 4058, 4045, 4057
sale $4285.70 ea. reg. $8333.32-$10416.65

$3999.99* ea.
5 ct. lab-grown diamond◊ 273/473-4072, 4073, 4080, 4081, 4078, 4079, 4076, 4077, 4074, 4075
sale $5714.28 ea. reg. $12499.98 ea.

bonus buy | save 68%
$699.99* ea.
1 ct. t.w. lab-grown diamond‡
Color I, Clarity I1
273/473-2352, 2381, 2351, 2382, 2429, 2434, 2353, 2383
sale $999.99 ea. reg. $2249.98 ea.

bonus buy | save up to 70%
$899.99* ea.
2 ct. t.w. lab-grown diamond; 1 ct. center stone‡ Color I, Clarity I1
273/473-6018, 2415, 2417, 9539
sale $1285.70 ea. reg. $2999.98 ea.

save 65%
$1799.99* ea.
2 ct. lab-grown diamond‡
Color H-I, Clarity SI1-SI2
273/473-9079, 9081, 9080
sale $2571.42 ea. reg. $5208.32 ea.

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LAB-GROWN DIAMOND

Up to 65% Off Solitaire Plus

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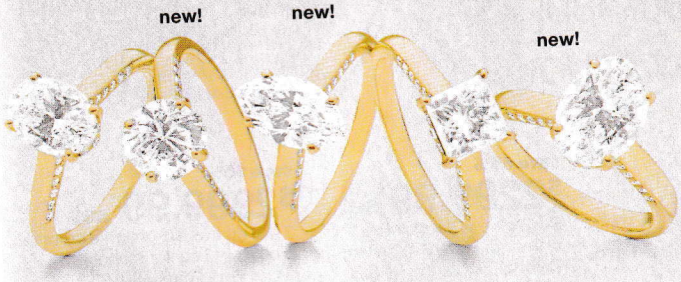
save up to 68%
$799.99* ea.
1 to 1-1/4 ct. t.w. lab-grown diamond‡ Color H-I, Clairty SI1-I1
273/473-2404, 2405, 4082, 5097, 5111, 5113
sale $1142.85 ea.
reg. $2291.65-$2499.98

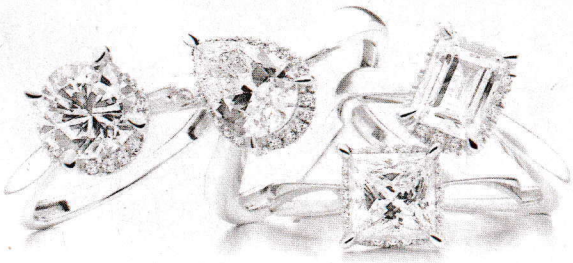
new! new! new!



save 68%
$1099.99* ea.
1-3/4 ct. t.w. lab-grown diamond; 1-1/2 ct. center stone‡
Color H-I, Clarity SI1-SI2
273/473-4083, 9066, 9072, 9537, 9073, 9538
sale $1571.42 ea. reg. $3541.65 ea.

side view

save 67%
$1699.99* ea.
2-1/5 to 2-3/4 ct. t.w. lab-grown diamond; 2 or 2-1/2 ct. center stone‡◊
Color G-H, Clarity SI1-SI2
273/473-9074, 6034, 6038
sale $2428.56 ea. reg. $5208.32-$5249.98



save 69%
$1599.99* ea.
2-1/7 ct. t.w. lab-grown diamond; 2 ct. center stone◊ Color H-I, Clarity SI2-I1
273/473-6026, 6053, 6048, 6055, 9076, 9545, 6049
sale $2285.70 ea. reg. $5208.32 ea.

side view

save up to 73%
$1999.99* ea.
3-1/7 to 3-1/3 ct. t.w. lab-grown diamond; 3 ct. center stone◊ Color H-I, Clarity SI2-I1
273/473-6060, 6058, 6057, 5303
sale $2857.13 ea. reg. $7291.65-$7499.98

*See coupon for details.

Modern Bride AT JCPENNEY

LAB-GROWN DIAMOND

Up to 65% Off Modern Bride

after Extra 30% Off* with coupon | select styles

save up to 69%
$999.99* ea.
1-1/3 to 2 ct. t.w. lab-grown diamond‡
Color H-I, Clarity SI1-SI2
272/472-6413, 6625, 2090, 4190, 5956
sale $1428.56 ea.
reg. $3124.98-$3249.98

save up to 72%
$1399.99* ea.
1-3/4 to 2 ct. t.w. lab-grown diamond‡ Color H-I, Clairty SI1-SI2
272/472-5966, 2845, 2844
sale $1999.99 ea.
reg. $3999.98-$4999.98

new! **new!**

save up to 71%
$1799.99* ea.
2-1/4 to 3 ct. t.w. lab-grown diamond; 2 or 2-1/2 ct. center stone‡◊
Color H-I, Clarity SI1-SI2
272/472-7987, 0688, 0687, 6052
sale $2571.42 ea.
reg. $4791.65-$6249.98

save 65%
$2299.99* set
2-1/2 ct. t.w. lab-grown diamond; 2 ct. center stone◊
Color G-H, Clarity SI1-SI2
272/472-8306, 8320
sale $3285.70 set
reg. $6666.65 set

save 65%
$2999.99* set
3-1/2 ct. t.w. lab-grown diamond
3 ct. round center stone◊
Color G-H, Clarity SI1-SI2
272/472-8291
sale $4285.70 set
reg. $8749.98 set

Hidden Halo

A halo of diamonds neatly tucked under the center stone, a hidden detail that wows when revealed

bonus buy | save 65%
$699.99* ea.
1 ct. t.w. lab-grown diamond; 3/4 ct. center stone‡
Color G-H, Clarity SI1-SI2
272/472-4745, 4746, 4906, 4910, 4904
sale $999.99 ea.
reg. $1999.98 ea.

bonus buy | save 70%
$1499.99* ea.
2-1/4 ct. t.w. lab-grown diamond; 2 ct. center stone◊ Color G-H, Clarity SI1-SI2 272/472-6184, 6247, 6422, 6423, 6421
sale $2142.85 ea.
reg. $4999.98 ea.

bonus buy | save 66%
$3499.99* ea.
5-1/2 ct. t.w. lab-grown diamond; 5 ct. center stone◊ Color G-H, Clarity SI1-SI2
272/472-5234, 5237, 7898, 7899, 7896, 789
sale $4999.99 ea. reg. $10499.98 ea.
additional shapes available

These pages: ◊ in 14k gold ‡ in 10k gold § in sterling silver &/or 14k gold over silv

Channel Bridal

A row of small diamonds set closely together in a channel for maximum sparkle

save up to 68%

$1299.99* ea.

2 ct. t.w. lab-grown diamond;
1 or 1-1/2 ct center stone‡
Color G, Clarity SI2
272/472-6638, 0773, 0774
sale $1857.13 ea.
reg. $3749.98-$4166.65

save up to 69%

$1699.99* ea.

2 to 3 ct. t.w. lab-grown diamond◊
Color F-G, Clarity SI1-I1
272/472-5165, 5183, 7949
sale $2428.56 ea.
reg. $4999.98-$5499.98

Scan now, Shop now!

Shop Modern Bride jewelry.

Not just a ring, it's your forever moment

save up to 68%

$1599.99* ea.

1 to 2 ct. t.w natural or lab-grown diamond‡◊
272/472-4708, 4975, 6416, 6488, 6417, 6489, 2088, 2347, 2348
sale $2285.70 ea. reg. $4249.98-$4999.98

save 69%

$2799.99* set

2-1/2 ct. t.w. lab-grown diamond;
1-1/2 ct. center stone‡ Color G, Clarity SI1-SI2
273/473-2340, 272/472-5958, 5937, 273/473-2347
sale $3999.99 set reg. $9249.98 set

save 68%

$2599.99* set

4 ct. t.w. lab-grown diamond;
2 ct. center stone‡ Color G, Clarity SI1-SI2
272/472-6582, 6616
sale $3714.28 set reg. $8333.32 set

*See coupon for details.

Multi-Diamond Bridal

From love at first sight to the celebration of life's moments, showcase your everlasting love and ensure she sparkles.

save up to 72%

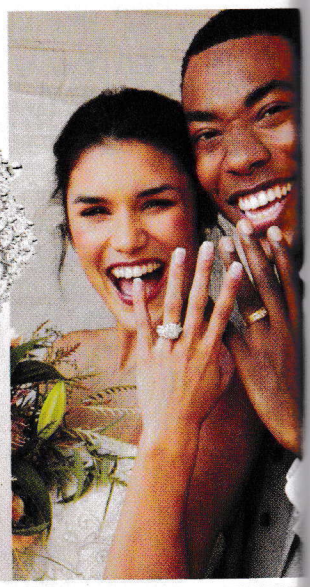
$699.99* ea.

1/2 to 1 ct. t.w. lab-grown diamond‡ Color H-I, Clarity SI1-I1 272/472-2405, 1827, 2816, 5164, 274/474-2266, 6345, 272/472-0657, 0658
sale $999.99 ea. reg. $1666.65-$2499.98

bonus buy | save 66%

$999.99* ea.

1 ct. t.w. natural diamond‡
272/472-0176, 2965
sale $1428.56 ea. reg. $2999.98 ea



bonus buy | save 70%

$2199.99* ea.

4 ct. t.w. lab-grown diamond‡
Color I, Clarity I1
272/472-5907, 6414, 6127
sale $3142.85 ea.
reg. $7499.98 ea.

save up to 68%

$2599.99* ea.

4 ct. t.w. natural diamond‡
272/472-3595, 6046
sale $3714.28 ea.
reg. $7499.98-$8249.98

Trios: 3-Pc. Men's & Women's Set

Three rings, one love. Crafted in perfect harmony—for a bond as beautifully matched as the two of you.

save up to 64%

$1099.99* set

1/3 to 1 ct. t.w. lab-grown diamond‡
272/472-7907, 6415
sale $1571.42 set reg. $2708.32-$3124.98

save 58%

$1299.99* set

1/5 to 1/3 ct. t.w. natural or lab-grown diamond‡ 272/472-7906, 1859
sale $1857.13 set reg. $3124.98 set

save 57%

$1499.99* se

3/8 ct. t.w. natural diamond‡ 272/472-1857
sale $2142.85 set
reg. $3541.65 set

These pages: ◊ in 14k gold ‡ in 10k gold § in sterling silver &/or 14k gold over silve

Up to 70% Off Wedding Bands

after Extra 30% Off* with coupon | select styles

save up to 65%

$399.99-$499.99*

1/4 to 1/2 ct. t.w. natural or lab-grown diamond‡ 274/474-4061, 9067, 9068, 9071, 1525, 2602, 2603, 2600, 2601

sale $571.42-$714.28

reg. $1041.65-$1458.32

save up to 70%

$499.99* ea.

1/2 to 1 ct. t.w. lab-grown diamond‡ 274/474-3145, 6341, 9073, 6342, 5095, 9215, 3156

sale $714.28 ea.

reg. $1354.15-$1666.65

save up to 68%

$699.99* ea.

1/2 to 3/4 ct. t.w. natural or lab-grown diamond‡◊ 274/474-4281, 4282, 0184, 0185, 1566, 1764

sale $999.99 ea.

reg. $1874.98-$2249.98

select styles certified

save up to 66%

$699.99-$799.99*

1/2 to 1 ct. t.w. natural or lab-grown diamond‡◊ 274/474-1952, 1526, 6350, 9359, 7181, 6203

sale $999.99-$1142.85

reg. $1874.98-$2291.65

select styles certified

save up to 70%

$1099.99*

1 to 2 ct. t.w. natural or lab-grown diamond‡◊ 274/474-1738, 1773, 6296, 1719, 5444, 5403

sale $1571.42 ea.

reg. $3249.98-$3749.98

select styles certified

contour bands

save up to 64%

$299.99-$499.99*

1/10 to 1/4 ct. t.w. natural or lab-grown diamond‡ 274/474-1528, 4435, 6152, 2367, 3111, 1521, 1522

sale $428.56-$714.28

reg. $833.32-$1249.98

ring guards

save up to 66%

$899.99* ea.

1/4 to 1 ct. t.w. natural or lab-grown diamond◊ 274/474-2374, 2375, 4241

sale $1285.70 ea.

reg. $2291.65-$2708.32

*See coupon for details.

Up to 65% Off Wedding Bands

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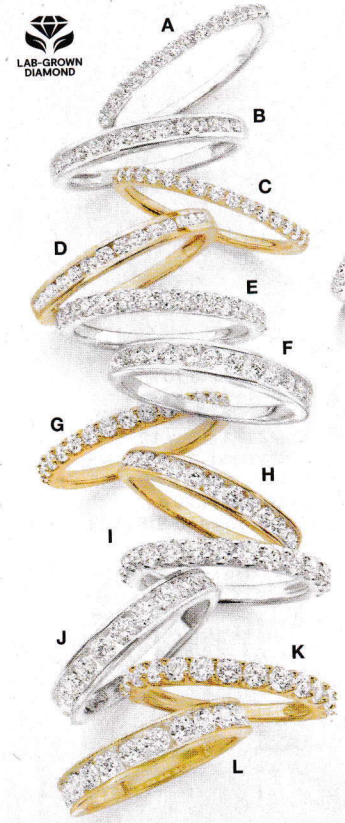

Lab-grown diamond bands‡
Color G-H, Clarity I2-I3

A-D. save 65%
$249.99* ea.
1/4 ct. t.w. lab-grown diamond‡
274/474-5395, 6241, 5397, 6243
sale $357.13 ea.
reg. $729.15 ea.

E-H. save 66%
$349.99* ea.
1/2 ct. t.w. lab-grown diamond‡
274/474-5398, 6237, 5400, 6238
sale $499.99 ea.
reg. $1041.65 ea.

I-L. save 64%
$599.99* ea.
1 ct. t.w. lab-grown diamond‡
274/474-4071, 5393, 4070, 5394
sale $857.13 ea.
reg. $1666.65 ea.

save 63%
$999.99* ea.
1-1/2 ct. t.w. lab-grown diamond‡
274/474-4295, 4301, 4296, 4302
sale $1428.56 ea.
reg. $2708.32 ea.

save 67%
$1299.99* ea.
2 ct. t.w. lab-grown diamond‡
274/474-4298, 4299
sale $1857.13 ea.
reg. $3958.32 ea.

save up to 68%
$199.99* ea.
Diamond accent to 1/10 ct. t.w. natural or lab-grown diamond‡
274/474-6328, 4285, 4286, 4289, 2106, 4284, 6325, 9217, 1998, 6327, 4288, 6324, 9221, 2369, 4309
sale $285.70 ea. reg. $520.82-$624.98

save up to 68%
$199.99* ea.
Diamond accent to 1/10 natural or lab-grown diamond and genuine &/or lab-created gemstone‡
274/474-2528, 3142, 3143, 5451, 3145, 3141, 5452
sale $285.70 ea.
reg. $520.82-$624.98

save up to 70%
$249.99* ea.
Diamond accent to 1/4 ct. t.w. natural or lab-grown diamond‡
274/474-6356, 6361, 6367, 6111, 5477, 3151, 4290, 6304, 6110, 6365, 3148, 1820, 1819, 5395, 5397, 1375, 4291, 2330, 6243, 2327, 6241, 5440, 9225, 7128, 7129, 7130, 2328
sale $357.13 ea. reg. $624.98-$729.15

save up to 72%
$349.99* ea.
1/6 to 1/2 ct. t.w. lab-grown diamond &/or lab-created gemstone‡ 274/474-0175, 0174, 6366, 4066, 6364, 9470, 6362, 6368, 4280, 6238, 5449, 2640, 2524, 6237, 6244, 5400, 2606, 9343, 2607, 4283, 9216, 6261, 5398
sale $499.99 ea. reg. $833.32-$1249.98

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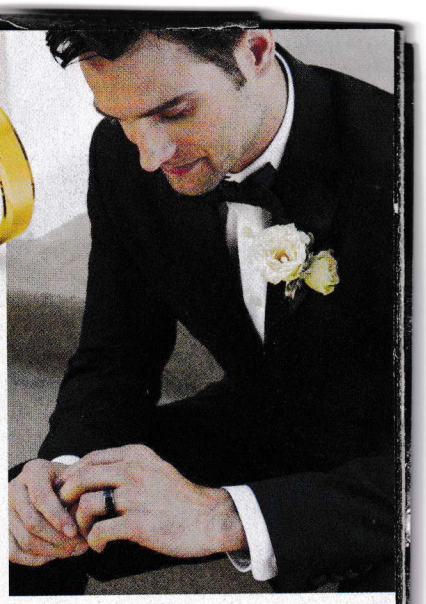

save up to 74%

$69.99 ea.*

5 to 8mm stainless steel or tungsten band
275/475-7153, 3013, 3042, 3149, 3039, 7034, 7080, 7081, 1238
sale $99.99 ea. reg. $166.65-$270.82

save up to 70%

$179.99-899.99*

2 to 6mm band‡◊
275/475-2129, 2123, 2121, 2063, 2106
sale $257.13-$1285.70 reg. $520.82-$2708.32

save up to 68%

$1299.99-1499.99*

1 to 1-1/2 ct. t.w. natural or lab-grown diamond‡
274/474-1974, 6074, 6076, 1979
sale $1857.13-$2142.85
reg. $2999.98-$4791.65

It's the mark of your bond & a subtle style statement

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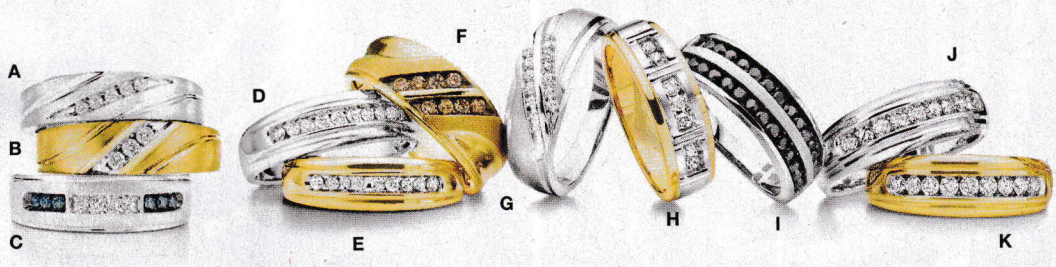

A & B. save 64%

$599.99 ea.*

1/10 to 1/8 ct. t.w. natural diamond‡
274/474-1466, 1388
sale $857.13 ea. reg. $1666.65 ea.

C-H. save up to 62%

$699.99 ea.*

1/7 to 1/4 ct. t.w. natural diamond‡
274/474-6089, 6073, 6075, 6057, 6145, 1390
sale $999.99 ea. reg. $1458.32-$1874.98

I-K. save up to 63%

$999.99 ea.*

1/2 to 1 ct. t.w. natural diamond‡
274/474-1942, 6071, 6072
sale $1428.56 ea.
reg. $2499.98-$2708.32

*See coupon for details.

70% Off*

Gold chains‡◊
sale $187.49-$9599.99
reg. $468.73-$2399.98

save up to 76%
$399.99-$499.99*
Sparkle ropes◊
281-2397, 2398, 2399, 2400, 2401
sale $571.41-$714.27
reg. $1499.98-$2062.48
16", 18", 20", 22", 24"

save up to 76%
$299.99-$399.99*
3mm figaro chains‡
281-6154, 6493, 6496
sale $428.56-$571.141
reg. $1249.98-$1499.98
18", 20", 22"

MADE IN ITALY

save 72%
$449.99-$499.99*
Glitter rope chains‡
281-2408, 2409, 2410
sale $642.84-$714.27
reg. $1624.98-$1812.48
18", 20", 22"

save 72%
$429.99-$479.99*
Singapore chains◊
281-3696, 3697, 3754, 3753
sale $614.27-$685.70
reg. $1562.48-$1718.48
18", 20"

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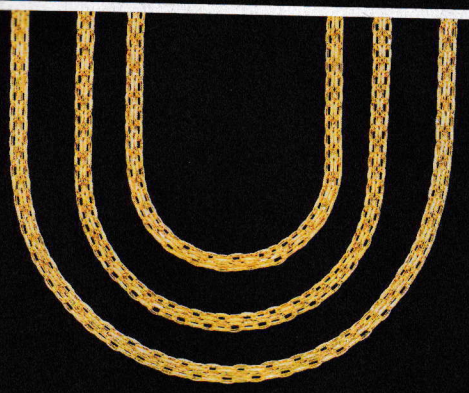
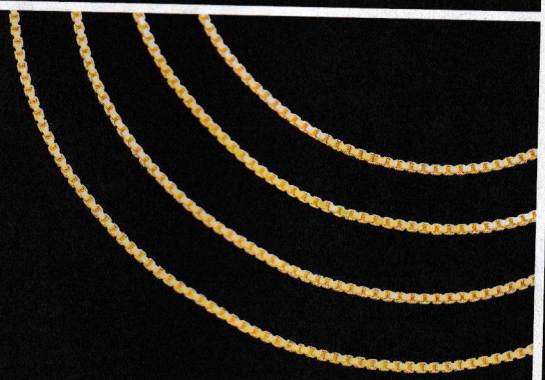
Up to 70% Off Gold Jewelry

after Extra 30% Off* with coupon | select styles



save 72%
$219.99-$329.99*
Solid bismark chains◊
281-6297, 6740, 5002
sale $314.27-$471.41
reg. $812.48-$1187.48
16", 18", 20"

save up to 69%
$269.99-$429.99*
Charms†◊
286-1187, 7047, 1316
sale $385.70-$614.27
reg. $874.98-$1374.98



save 72%
$609.99-$779.99*
Solid box chain◊
281-3033, 3687, 3688, 3689
sale $871.41-$1114.27
reg. $2187.48-$2812.48
18", 20", 22", 24"

MADE IN ITALY

save 73%
$1499.99* ea.
Statement necklaces†◊
282-6158, 6156
sale $2142.84 ea.
reg. $5624.98 ea.

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Shop our selection of gold jewelry.

save 72%
$259.99-$279.99*
Wheat pendant chains◊
281-6180, 1589, 1616, 1052
sale $371.41-$399.99
reg. $937.48-$999.98
18", 20"

save up to 77%
$179.99-$1949.99*
Bracelets†◊
282-6209, 3067, 4404, 4405, 6210
sale $257.13-$2785.70
reg. $812.48-$6249.98

*See coupon for details.

Up to 70% Off* Made in Italy Jewelry

select styles

MADE IN ITALY

save up to 72%

$499.99-$999.99*

Paperclip necklace or bracelet◊

282-8076, 8078

sale $714.27-$1428.56

reg. $1812.48-$3374.98

7.5" and 18"

MADE IN ITALY

save 72%

$524.99-$1154.99*

5mm sparkle rope necklace or bracelet◊

281-5016, 5017

sale $749.99-$1649.99

reg. $1249.98-$1499.98

18", 20"

MADE IN ITALY

save 75%

$199.99* ea.

Bracelets◊

282-2323, 2324, 2325, 2326

sale $285.70 ea.

reg. $812.48 ea.

MADE IN ITALY

save 72%

$1749.99-$3499.99*

Gold Cuban chain necklace or bracelet◊

281-3714, 3717

sale $2499.99-$4999.99

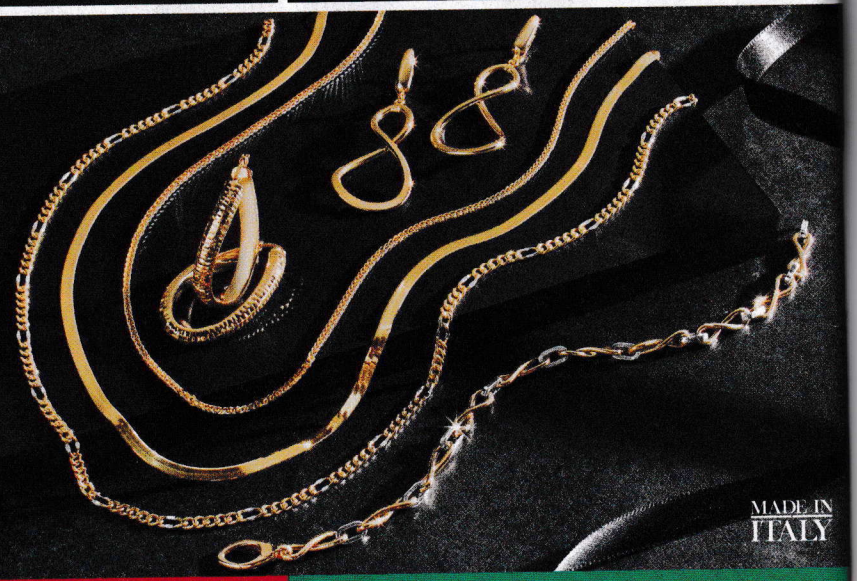
reg. $6249.98-$12499.98

8", 22"

MADE IN ITALY

MIA ORO

Fine Italian Jewelry



save up to 70%

$708.74-$2756.24*

Mia Oro jewelry◊

sale $1012.49-$3937.49

reg. $2249.98-$8749.98

MADE IN ITALY

These pages: ◊ in 14k gold ‡ in 10k gold § in sterling silver &/or 14k gold over silver

Up to 70% Off Gold Earrings

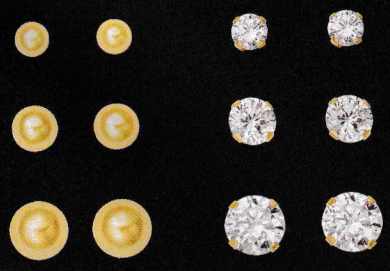
after Extra 30% Off* with coupon | select styles

save 70%
$89.99* pr.
Earrings[1]
284-2443, 8264, 8223, 8260
sale $128.56 pr.
reg. $299.98 pr.
additional styles available

save 70%
$149.99* pr.
Earrings[1]
284-8027, 4490, 8272, 8186
sale $214.27 pr.
reg. $499.98 pr.
additional styles available

save 70%
$199.99* pr.
Earrings[◊]
284-8059, 1426, 2303, 2301, 8147
sale $285.70 pr.
reg. $674.98 pr.
additional styles available

save 71%
$249.99* pr.
Earrings[◊]
284-8185, 8197, 8088, 8199
sale $357.13 pr.
reg. $874.98 pr.
additional styles available



save 75%
$249.99* set
6-pr. cubic zirconia & ball stud set[◊]
284-5054
sale $357.13 set
reg. $999.98 set

save 71%
$299.99* pr.
Earrings[◊]
284-9052, 8247, 8149
sale $428.56 pr.
reg. $1062.48 pr.

*See coupon for details.

Up to 70% Off All Fine Sterling Silver & Gold Over Silver Chains

after Extra 30% Off* with coupon

save up to 73%
$59.99-$79.99*
Rope chains§
290-2611, 2612, 2613,2614
sale $85.70-$114.27
reg. $218.73-$299.98
MADE IN ITALY

save up to 74%
$29.99-$114.99*
Rope or box chains§
290-4114, 4119, 4111, 4112
sale $42.84-$164.27
reg. $112.48-$424.98
MADE IN ITALY

save up to 74%
$16.99-$24.99*
Box chains§
290-3745, 2734, 1090, 1091
sale $24.27-$35.70
reg. $62.48-$93.73
MADE IN ITALY

save up to 61%
$74.99-$89.99*
Figaro chain§
290-4135, 4130, 4129
sale $107.13-$128.55
reg. $281.23-$324.98
MADE IN ITALY

save up to 63%
$39.99-$194.99*
Curb or figaro chains§
290-2145, 8186, 3752, 2616
sale $57.13-$278.56
reg. $156.23-$749.98
MADE IN ITALY

save up to 74%
$79.99* set
2-pc. boxed set;
necklace & bracelet§
290-3163, 3212, 3213
sale $114.27 set
reg. $299.98-$312.48

MADE IN ITALY

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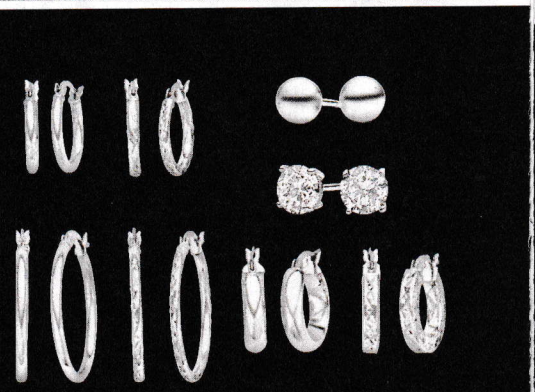
65% Off*

$39.37-$246.09*
All DiamonArt cubic zirconia jewelry
292-7001, 9301, 9300, 3005, 1038, 7041, 3219, 8083, 8130, 8095, 9297, 3052
sale $56.24-$351.55
reg. $124.98-$781.23

DiamonArt® Simulated Diamonds

save 68%
$44.99* set
Earrings§
290-3192, 4094, 4099, 4102
sale $64.27 set
reg. $140.60 set
additional styles available



save 68%
$64.99* set
Earrings§
290-8206, 8216
sale $92.84 set
reg. $203.10 set

save up to 72%
$34.99-$99.99*
Enhanced turquoise or Made in Bali jewelry§
291-1047, 1073, 7199, 7205, 7196
sale $49.99-$142.84
reg. $124.97-$324.98

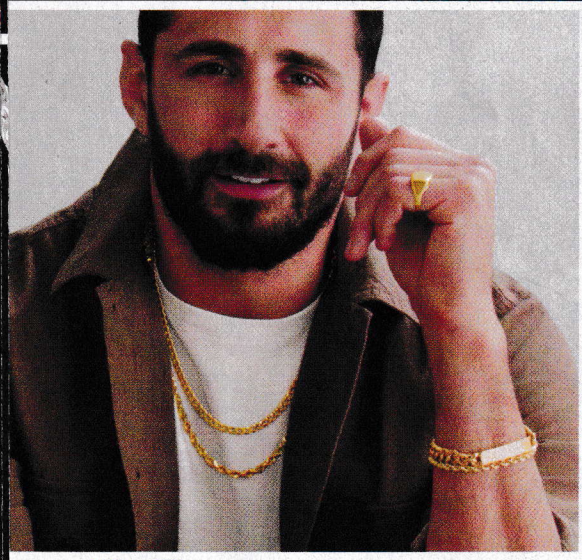
save up to 68%
$74.99-$139.99*
Silpada jewelry§
290-5138, 5139, 5140, 5147, 5161, 5162
sale $107.13-$199.99
reg. $218.73-$406.23

» SILPADA

*See coupon for details

Up to 70% Off Men's Jewelry

after Extra 30% Off* with coupon | select styles



save up to 74%

$399.99-$1099.99*

Rope necklace or bracelet‡

281-1069, 1067

sale $571.41-$1571.41 reg. $1562.48-$3999.98

save 75%

$1399.99* ea.

Figaro or curb 22" chains‡

281-9210, 9211

sale $1999.99 ea. reg. $5624.98 ea.

save 72%

$2449.99-$2799.99*

Figaro chains◊

281-6091, 6228

sale $3499.99-$3999.99 reg. $8749.98-$9999.98

save up to 76%

$399.99-$3499.99*

Men's bracelets‡

281-1067, 9205, 9206, 6555, 6116

sale $571.41-$4999.99 reg. $1562.48-$12499.98

save up to 73%

$94.99-$269.99*

Men's pendants and chains§

290-2173, 3773, 2012, 1359, 1426, 4134

sale $135.70-$385.70 reg. $312.48-$937.48

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save up to 64%

$179.99-$1799.99*

Gold & fine silver men's rings

276-2009, 7117, 8727, 4001

sale $257.13-$2571.42 reg. $479.15-$4999.98

save up to 63%

$249.99*ea.

Gold & fine silver men's necklaces & pendants

276-4111, 4113, 3047

sale $357.13 ea. reg. $624.98-$687.48

save up to 68%

$39.99-$199.99*

Stainless steel men's pendants

sale $57.13-$285.70 reg. $124.98-$520.81

up to 68% off

$39.99-$119.99*

Stainless steel men's chains

287-4759, 4755, 4509, 4201, 2414

sale $57.13-$171.41

reg. $124.98-$312.48

up to 66% off

$34.99-$229.99*

Stainless steel men's bracelets

287-4764, 4576, 4513,4763, 1020

sale $49.99-$328.56

reg. $104.15-$666.65

*See coupon for details.

Tsuyosa collection
save 23%
$363.38* ea.
Citizen men's Tsuyosa silver-tone 051-1236, 1237, 1884
sale $403.75 ea. reg. $475 ea.

Sport collection
save 23%
$225.68*
Citizen men's
Sport Luxury brown strap
051-6664
sale $250.75 reg. $295

save 23%
$248.63*
Citizen men's Sport Luxury
silver-tone 051-6663
sale $276.25 reg. $325

CITIZEN

Corso collection
save 23%
$302.18* ea.
Citizen men's & women's Corso two-tone 051-4134, 4123
sale $335.75 ea. reg. $395 ea.

save 23%
$439.98-$455.18*
Citizen men's two-tone or gray IP
051-8711, 6957
sale $488.75-$505.75 reg. $575-$595

Bianca collection
save 23%
$302.18*
Citizen women's Bianca
silver-tone
051-9600
sale $335.75 reg. $395

Bianca collection
save 23%
$344.25*
Citizen women's Bianca
gold-tone 051-9601
sale $382.50 reg. $450

save 23%
$286.88* ea.
Citizen women's crystal accent two-tone or gold-tone
051-9561, 9562
sale $318.75 ea. reg. $375 ea.

BULOVA

Sutton collection
save 23%
$325.13-$363.38*
Bulova women's Sutton two-tone or gold-tone
051-0175, 1259
sale $361.25-$403.75 reg. $425-$475

save 23%
$267.75* ea.
Bulova women's two-tone or gold-tone
051-8820, 9480
sale $297.50 ea. reg. $350 ea.

Marine Star collection
save 23%
$497.25-$531.68*
Bulova men's Marine Star silver-tone or black IP
051-9564, 4335
sale $552.50-$590.75 reg. $650-$695

Quadra collection
save 23%
$344.25* ea.
Bulova men's or women's Quadra gold-tone
051-8488, 8427
sale $382.50 ea. reg. $450 ea.

save 23%
$439.88*
Bulova men's classic two-tone
051-8525
sale $488.75
reg. $575

save 23%
$650.25*
Bulova men's Latin Grammy two-tone 051-8635
sale $722.50
reg. $850

save 23%
$497.25*
Bulova men's Sutton brown strap 051-7900
sale $552.50
reg. $650

save 23%
$650.25*
Bulova men's Octava gold-tone 051-7179
sale $722.50
reg. $850

*See coupon for details.

save 28%
$51.84-$56.16*
Timex women's or men's watches
039-1190, 1275, 1636
sale $57.60-$62.40
reg. $72-$78

save 28%
$111.60-$126*
Relic by Fossil men's brown strap or gray IP
050-3574, 3668
sale $124-$140 reg. $155-$175

RELIC
BY FOSSIL

save 28%
$72* ea.
Relic by Fossil women's Queens Court gold-tone or two-tone
050-3132, 3074
sale $80 ea. reg. $100 ea.

$97.20-$104.40*
Casio G-Shock men's red or black strap
050-4744, 4746
sale $108-$116 reg. $135-$145

CASIO G-SHOCK

save 28%
$46.80-$82.80*
Armitron women's two-tone or men's gold-tone
050-0803, 9387
sale $52-$92 reg. $65-$115

ARMITRON

Prices effective 9/5/25–9/21/25, unless otherwise noted. Items are subject to availability. "Original" and "regular" prices are offering prices that may not have resulted in sales, and intermediate markdowns may have been taken. Prices not effective in closing JCPenney stores. Prices and discounts in Alaska and Puerto Rico may differ from stateside prices and discounts. JCPenney reserves the right to limit returns or exchanges without a valid receipt. "Sale" events exclude Best Value merchandise. Percentages off original or reguwlar prices, as shown, unless otherwise noted. Actual savings may exceed stated percentage off. MSRP represents a suggested price provided by our suppliers. MSRP may be rounded down the nearest whole dollar. Jewelry photos may be enlarged to show detail. Diamond carat weights (ct.) represent the approximate total weight (t.w.) of all diamonds in each setting, unless noted. Diamond solitaire weights

These pages: ◊ in 14k gold ‡ in 10k gold § in sterling silver &/or 14k gold over silver

GENEVA

save 50%
$21.99* ea.
Geneva women's watch or 2-pc. watch set
039-8309, 2704, 3893
sale $24.43 ea.
reg. $45 ea.

save 50%
$27.99* set
Women's or men's boxed watch sets
039-9682, 9836
sale $31.10 set reg. $60 set

save up to 40%
$27.99-$31.99*
U.S. Polo Association watch or watch set
039-5899, 9819, 3359
sale $31.10-$35.54 reg. $45-$55

U.S. POLO ASSN.
SINCE 1890

may vary between .01 and .05 carat. Diamond total weights may vary between .01 and .08 carat. Some diamonds may consist of fewer than 17 facets. For all jewelry sets, diamond carat weights (ct.) represent the approximate total weight (t.w.) of all diamonds combined. Gemstones and some diamonds may have been treated and may require special care. †††**14 Day Price Guarantee:** Within 14 days after purchase, if you find a lower, currently advertised price on an identical item at a competitor, just bring the ad to a JCPenney store and we'll match that price and refund you the difference. Does not include: JCPenney Salon Services, Optical, Portrait, In-Home Custom Window treatments or Services. For online purchases, call Customer Care at 1-800-322-1189. Purchases in Alaska and Puerto Rico are excluded.

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save up to 58%

$8.39-$11.89*

Fashion jewelry boxed gifts
select styles
sale $11.99-$16.99
reg. $20-$28

Scan now,
Shop now!

Shop our entire selection of jewelry.

liz claiborne MONET SINCE 1929 MIXIT

save 51%

$5.88-$9.80*

Bijoux Bar Delicates
select styles
sale $8.40-$14
reg. $12-$20

bijoux BAR delicates

Up to 70% Off Fashion Silver & Fashion Jewelry

after Extra 30% Off* with coupon | select styles

save 51%
$5.88-$25.48*
Monet jewelry
select styles
sale $8.40-$36.40
reg. $12-$52

MONET

save 51%
$4.90-$18.62*
Liz Claiborne jewelry
select styles
sale $7-$26.60
reg. $10-$38

LIZ CLAIBORNE

save 51%
$7.84-$20.58*
Worthington jewelry
select styles
sale $11.20-$29.40
reg. $16-$42

WORTHINGTON

*See coupon for details.

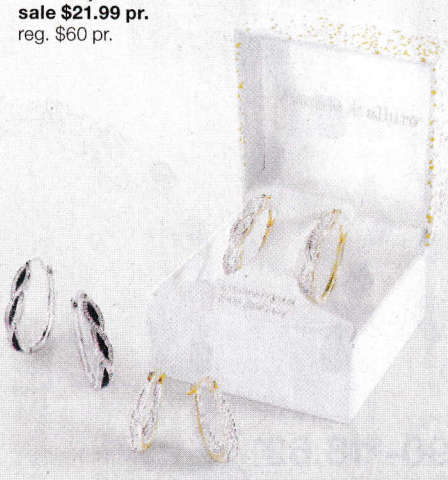
save 68%
$8.19-$18.90*
Pure silver-plated rings
select styles
sale $11.70-$27
reg. $26-$60

sparkle ✳ allure

save 74%
$15.39* set
Cubic zirconia & pure
silver-plated jewelry
select styles
sale $21.99 set reg. $60 set

sparkle ✳ allure

save 74%
$15.39* pr.
Pure silver-plated crystal earrings
select styles
sale $21.99 pr.
reg. $60 pr.



sparkle ✳ allure

save 72%
$13.99* ea.
Pure silver-plated jewelry
select styles
sale $19.99 ea.
reg. $50 ea.

Silver Reflections

save 74%
$15.39* ea.
Inspirational jewelry
select styles
sale $21.99 ea.
reg. $60 ea.

footnotes

save 72%
$13.99* ea.
Pure silver-plated
tennis bracelets
select styles
sale $19.99 ea.
reg. $50 ea.

sparkle ✳ allure

These pages: ◊ in 14k gold ‡ in 10k gold § in sterling silver &/or 14k gold over silver

Up to 70% Off Fashion Silver & Fashion Jewelry

after Extra 30% Off* with coupon | select styles

save 68%
$6.93-$27.72*
Pure silver-plated chain
select styles
sale $9.90-$39.60
reg. $22-$88

save 72%
$7.28-$16.80*
Sterling silver earrings
select styles
sale $10.40-$24
reg. $26-$60

save 68%
$8.19-$18.90*
Pure silver-plated crystal earrings
select styles
sale $11.70-$27
reg. $26-$60

save up to 74%
$11.76-$22.54*
Hello Kitty and Friends
jewelry & accessories
select styles
sale $16.80-$32.20
reg. $24-$60

HELLO KITTY AND FRIENDS

save up to 74%
$11.76-$22.54*
Disney jewelry & accessories
select styles
sale $16.80-$32.20
reg. $24-$60

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14-Day Price Match Guarantee!†††
†††See page 54 for details.

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FROM FRONT COVER:

$1299.99* ea. 2 to 4 ct. t.w. lab-grown diamond‡◊ Color H-I, Clarity SI1-I1 273/473-9536, 272/472-7950, 2083, 6638, 273/473-3091, 3092, 274/474-5968, 274/474-7172, 7180, 272/472-5941, 270/470-4763, 4796 **sale $1857.13 ea.** reg. $3749.98-$4999.98

$29.99 ea.† 1/20 to 1/10 ct. t.w. lab-grown diamonds or lab-created gemstone§ 283/483-3018, 7093, 7092, 7094, 3019, 7096 **sale $49.99 ea. for non-Rewards members** reg. $124.98 ea.

*See coupon for details. †While supplies last. Excluded from coupons and rewards. Limited time special. Ring size 7. Resizing available with purchase of Lifetime Protection Plan for $25.
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JCPenney Sept. 9–21

Extra 30% Off*

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% Off Online Code: SPARKLE
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***Extra 30% off select original, regular and sale-priced apparel, shoes, accessories, fine jewelry, bedding, bath, rugs and curtain purchases. Extra 10% off select home, furniture, mattresses, watches, salon products and select JCPenney Beauty. Each offer good in store or at jcp.com, excluding taxes and shipping charges, 9/9/25-9/21/25. One use per coupon, one coupon per customer; must be provided/surrendered at time of purchase. Dollar-off offers (including JCPenney Rewards) applied prior to companywide percent-off discounts or coupons.** Does not apply to Best Value, Black Friday Deals, Clearance, Cyber Deals, Daily Deal, Doorbusters, Limited Time Specials, Lowest Prices of the Season, Power Penney Deals, Really Big Deal, adidas, Aéropostale, ArtCarved Personalized Jewelry, Athletic Shoes, Billabong, Carter's, Caterpillar, Champion, Citizen Quartz Watches, Clarks, Columbia, Dickies, Disney Collection, Electronics, e.l.f., FILA, Forever 21, Fragrances and select JCPenney Beauty, Hurley, Jewelry Trunk Shows, Keds, KitchenAid, Lee, Levi's, Modern Bride Design Your Dream Ring, Murad, Nike, Ninja, Olaplex, PUMA, Quiksilver, Reebok, Roxy, RVCA, Shark, Skechers, Smartwatches, Smashbox, Stearns & Foster, Team Sports Merchandise, Tempur-Pedic, Too Faced, Toys, Umbro, Volcom, Wrangler, In-Store Services, Service Plans, Gift Cards, Closing Store Purchases, current orders and prior purchases, or in combination with other coupon(s). In Puerto Rico stores, does not apply to Fossil and Michael Kors Watches, Puerto Rico Exclusive Cosmetics, Bassett, Optical, and Universal Sunglasses in Plaza las Americas. Coupon can be combined with earned JCPenney CashPass Rewards. Coupon cannot be used for payment on account. Coupon cannot be redeemed as cash or merchandise credit if merchandise is returned. No cash value. JCPenney may refuse, or limit the use of, any coupon and/or return for any reason, including reoccurring disruptive behavior. **Additional exclusions and exceptions may apply, see jcpenney.com/exclusions or store associate for details.** REPRODUCTIONS WILL NOT BE ACCEPTED. **INSTRUCTIONS FOR JCP.COM ORDERS:** Enter online code when prompted at checkout or call 1.800.322.1189 and mention the code. When prompted, enter your exclusive serial number.

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Start receiving exclusive email offers.

save 73%
$19 ea.
Gemstones†
Yes, Please!
Lab-created gemstones &/or cultured freshwater pearl† 283/483-7097, 7098, 7077, 6024, 5031, 7099, 7100, 7101, 7102, 7104, 8099, 5049, 3009, 3020, 7106, 8094
sale $29.99 ea. for non-Rewards members reg. $74.98 ea.
†See above for details.

save 76%
$29.99 ea.
Gemstones†
Yes, Please!
Lab-created gemstones§ 283/483-8131, 8132, 5067, 1072
sale $49.99 ea. for non-Rewards members reg. $124.98 ea.
†See above for details.